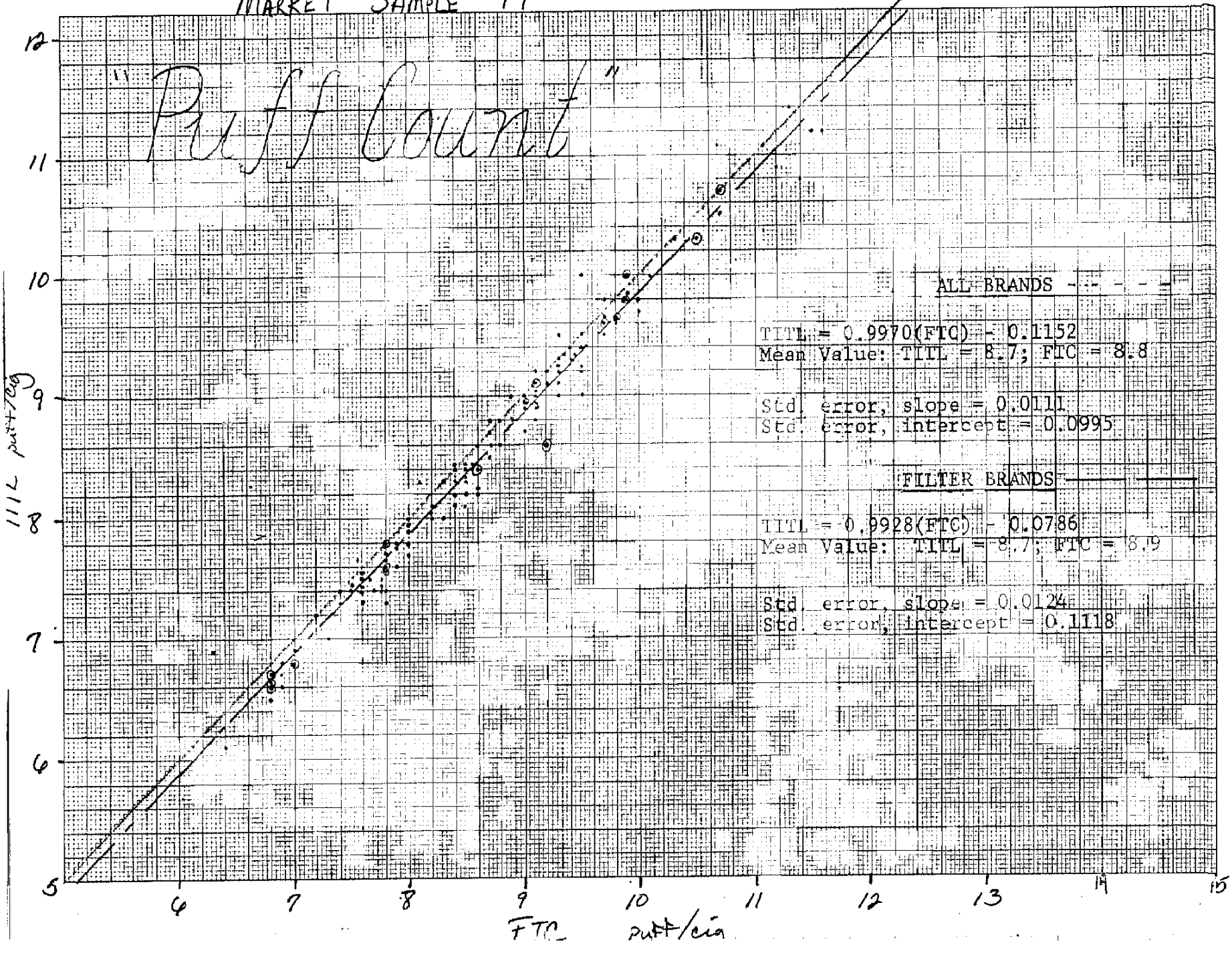
S.E. & M. VERNON CO., ELIZABETH, N. J. 07206 A Division of THE MEAD CORPORATION No. 19-0610 10 mm. to a cm. Made in U.S.A.

MARKET SAMPLE -17

Puff Count



ALL BRANDS

TITL = 0.9970(FTC) - 0.1152
Mean Value: TITL = 8.7; FTC = 8.8

Std. error, slope = 0.0111
Std. error, intercept = 0.0995

FILTER BRANDS

TITL = 0.9928(FTC) - 0.0786
Mean Value: TITL = 8.7; FTC = 8.9

Std. error, slope = 0.0124
Std. error, intercept = 0.1118

Source: https://www.industrydocuments.ucsf.edu/docs/kkvl0001

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